

## ESTABLISHING A LOCAL WIRELESS INTRANET FOR RETAIL CUSTOMERS

### Abstract of the Disclosure

A wireless retail customer intranet may be established within a retail facility. Customers may use personal  
5 digital assistants with wireless transceivers to communicate with a server operated by the retail facility visited by the customers. The server may provide communications to the customers based on the customer's current location or otherwise. In addition, the customers  
10 may use the store-based intranet to communicate with other customers. Those communications may be in the form of text or audio messages in some cases. Through the use of the wireless digital device, greater interactivity between store operators and retail customers may be achieved.

15